

LICKING VALLEY COURIER.
Issued Thursday by
The Morgan County Publishing Co.
Terms—One Dollar a year in advance.
All communications should be addressed to the Editor.

Entered as second class matter
April 7, 1910, at the post-office at West
Liberty, Ky., under the Act of March
3, 1879.

H. G. COTTLE, Editor.

Hogs and good milch cows are
as scarce in these parts as chick-
en molars.

McCreary's announcement for
U. S. Senator is evidently, in
cold storage.

Soon it will be time for some-
one to spring that old "Birthing-
ton's wash day" joke on us.

Has anybody noticed the phe-
nomenal growth of the churches
in West Liberty since they start-
ed the scrap with the Courier
two years ago? Nit!

If it is a windy day March 3rd,
the crowd of men will line up
on the sidewalks of Washington
to witness the suffragette parade
will outnumber the fair ones who
are in the line of march.

Still no disposition of the "city
dads" to tell us how the tax-
money has been expended. We
wonder how long the patience of
the taxpayers will endure that
none-of-your-damn-business atti-
tude on the part of the board who
holds by appointment instead of
election.

One of the "City Dads" told us
the other day that the town board
had nothing to conceal. It's a
cinch they have nothing to pub-
lish or else they would have tak-
en advantage of the Courier's offer
to publish a financial statement
of the town free of charge made
some weeks ago.

I'll bet a dinner for twelve
McCreary men, if that number
can be found in Morgan county,
that the old war horse don't en-
ter the race for United States
Senator. The Governor is noth-
ing if not an astute politician and
the hand writing on the wall is
too patent for him to fail to see
that nothing short of a political
revolution can defeat Mr. Beck-
ham for the Senatorial nomina-
tion.

The value of shares in the
principal express companies have
depreciated nearly 25 per cent;
since the parcels post law went
into effect. But still some of
these are selling for about \$3.00
to the dollar par value. When
Uncle Sam finally gets so that he
can handle the business better
the prices of express stock will
go still lower. It took some
practical demonstration like this
to show us how much we were
being robbed.

What do you think of the oil
well at Cannel City? Ain't she
a whopper? Biggest thing of its
kind in Kentucky, several times
over. There is more of the stuff
thereabouts or we've missed our
guess. Just wait until the hull
of old terra firma is punctured
south of "Gray Eagle" and see
what happens. Oil men will be
camping in tents around Cannel
City before another full moon.
And development won't stop there
either. Wait and see.

WE'LL GLADLY SIGN.

RIGHT, COTTLE.—We are with
you on your article last week, in
which you went after the "dead
beats" over the country for do-
ing us poor editors out of our
space, and which represents our
money. We will sign a contract
that we will publish the name
and address of every man or set
of men who fail to pay their bills
at this office within three months,
if every other brother editor will
do the same, and then you'll see
this come to a close, and people
will be more prompt in paying
their bills.—Morehead Mountain-
eer.

Glad you've joined us, Fultz.
The Courier some time ago ad-
opted that policy, all by its lone-
some, and we're glad to have
you with us.

THE FAITH OF NATIONS.

Nations, like individuals,
should keep faith with those with
whom they make agreements.
The attitude of the United States
in regard to the Panama canal
tolls is not such as to cause fair
minded citizens to be proud of it.
In two treaties with Great Brit-
ain the United States agreed to
open the canal to shippers of all
nations alike. Despite these ag-
reements Uncle Sam proposes to
allow American coastwise ship-
pers to use the canal free of toll.
And when Great Britain protests
and asks that faith be kept, the
United States ignores the protest.
And, assuming the attitude
of a bully, it refuses to submit
the matter to arbitration.

Nowhere in the Panama canal
matter is our hands clean. The
concession to build it was obtain-
ed by the rape of a defenseless
nation, and the purchase of the
French rights were attended with
charges of graft.

Now, to benefit a few wealthy
ship owners, the nation proposes
to violate a solemn treaty.

A nation should be a gentle-
man.

SOUND ARGUMENT.

We commend the following
editorial of Ed D. Shinnick, pres-
ident of the Kentucky Press As-
sociation and editor of the Shel-
by Record, to the consideration
of every newspaper publisher in
Kentucky. The title of it is
"Some Shop Talk," and it is
worthy of being mounted and
kept standing on every editorial
desk as a daily reminder.

Publishing a newspaper is a
business proposition. To succeed
it must be carried on according
to the most approved business
methods. With a newspaper
space in its columns is a com-
modity—its only ware for sale.
The public—the advertisers—put
no higher valuation on that com-
modity than the publisher him-
self does. It is because so many
publishers do not set sufficient
value upon their space that they
fail. A newspaper can have but
two sources of revenue—adver-
tising and subscription. The job
plant is a separate business and
neither its expense nor income
should be connected with the
business of the newspaper. So,
if the publisher places an insig-
nificant value upon his space,
the inevitable result is failure.

One of the most common ways
of creating the idea that your
space is valueless is the constant
"free boosts" to individuals and
politicians in particular. It is
not just to the man who lives by
selling goods to require him to
pay for every inch of space he
uses and give whole columns
free to men who make their liv-
ing by politics. Space is space,
and until the publishers realize
its value themselves the public
will not hold it in very high es-
teem. To demand a fair price
for space and get that price if
you sell, is the crying need. It
is no cause to reduce your rates
because your competitor does;
perhaps it is not worth much.

But read the editorial:
"The mission of a properly con-
ducted newspaper is to inform
its readers on matters in which
they are interested, and in so do-
ing to ever be conscientious and
never offensive. Every news-
paper has its influences, and its
best efforts should be made for
the betterment of moral, social,
business and political conditions,
at home and in the State and Na-
tion. Every editor in Kentucky
will agree with us so far, but
will all of them concur with us
on our views upon the methods the
newspapers should adopt in treat-
ing candidates for office and po-
litical matters generally.

"The constituted authorities
have deemed it wise to pass a
law making the selection of party
candidates necessary through the
medium of a State Primary, and
the first of these will be held
next August. At that time nom-
inations for county and district
offices, as well as for a United
States Senator, will be made. It
will cost those who desire to shy
their castors into the political
ring nothing to make a try for
the nomination. The man who
has heretofore been financially
unable to pay the entrance fee
is now on the same footing with
the man with a barrel of money

behind him. Anyone may enter
any race.

"This is good, and when cou-
pled with the sentiment that grows
apace for clean politics and the
selection of the best fitted men
for the offices to which they as-
pire, the outlook for better po-
litical conditions are indeed ex-
cellent. Heretofore the person-
al popularity and ability to pay
campaign expenses has been a
considerable asset with many
candidates, and because of these
officials have been inflicted upon
the people who were totally un-
fitted for the positions to which
they were elected. The newspa-
pers, in the past, have contribut-
ed not a little by their espousal
of the claims of such men, to the
conditions that necessarily follow-
ed.

"Our intimate association with
the newspaper men of the State
recently, leads us to believe that
the large majority of them feel
in this matter as we do: First,
that a properly conducted news-
paper should not be a tail to the
kite of any candidate whose prin-
cipal claim is his partisanship or
his personal popularity to the ex-
clusion of his fitness for the of-
fice to which he aspires. Sec-
ond, that the voters should de-
termine for themselves who are
the best equipped candi-
dates, by their knowledge of
what the aspirants to office have
done or are able to do, and that
should come to them, if they are
not already possessed of it, through
such reputable mediums
as articles published by the can-
didates, or by what they say in
the speeches they make. Third,
that as the primary is open to
everybody, that every candidate
should have the same opportuni-
ty to "talk his point" that his
competitor has, and on the same
terms. Fourth, that in nearly
every race there are candidates who
are equally reputable and com-
petent and it is unfair to bias the
opinions of the voters by defama-
tory remarks or publications of
any man or men who may be-
come the nominees and for whom
those of their political affiliations
will be in honor bound to vote in
the general election.

All in all, it should be the duty
of the newspapers to work to the
end that a clean election should
be held, and that competent
men be selected to fill the public
offices. The time has passed when
"the hustler" who dispenses
money and whiskey with a lavish
hand, can count confidently upon
winning his race. Public opinion
has changed, and the opinion of
the public is generally for what
is right. Merit should win and
we believe it will win in the fu-
ture, for the newspaper men and
the public generally have grown
wise to the ways of the politi-
cians.

We were much impressed with
the truth of the following, which
was read out our meeting of the
Kentucky Press Association at
Louisville last week.

"In the old days it was the prop-
er thing for some small-bore
politician, backed by his home pa-
per, to achieve his ambition and
then turn his back on the editor,
who when the next election rolled
around, picked up another
with like results, and so on, nev-
er seeming to realize that he was
being used as a cat-paw to pull
the political chestnuts out of the
fire. In fact it will hardly be
denied that Kentucky editors
have brought from obscurity
more alleged 'country-savers' and
and put them on the political
map, with less gratitude in re-
turn, than any other class of men
in the State.

"Was ever anything truer
than this said by anybody, and
do not all of us know that this
is an actual statement of fact.
We have all torn our linen
in the past for men who, when
elected, had no appreciation of
what we did. We gained nothing
from the friendship that was
promised and incurred the en-
mity of those who opposed them.
Let us, therefore, treat all the
candidates fairly and let them
know that if they desire to gain
publicity to their claims that our
columns are open to one and all,
at the same price per inch or per
line, for the space they occupy.
By doing this we will maintain
our own respect and the respect
of the candidates."

PRESENT DAY EMANCIPATION

The Drudgery of Farm Life a
Thing of the Past.

KEEP THE BOYS AT HOME.

Make Them Industrious, Thoughtful
and Independent and They Will
Want to Stay—The Corn Club is Best
Agent in Keeping Them From the City.

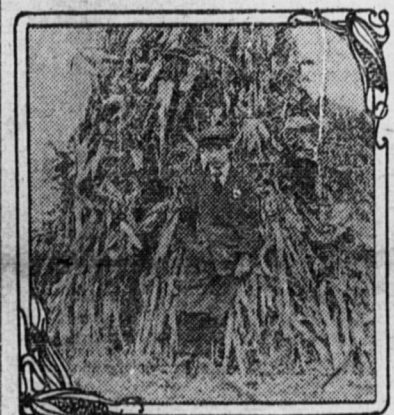
Gradually through the onward march
of the centuries mankind has learned
that slavery, the buying and selling of
human beings, doesn't pay. Mankind
has learned that no human being de-
velops to its highest and best unless
it is free. It must know and feel that
it is constructing its own marvelous
destiny.

The child doing almost meaningless
chores, the boy slaving the hot sum-
mer day through for his father, the
girl at work in the garden for the ben-
efit of the family, are one and all in a
measure enslaved. Of course every-
thing in the child's life cannot be made
easy and pleasant, but to force the
child to feel that he or she is the phys-
ical slave to the family interest must
hurt and dwarf its growth.

Go out into the country where the va-
cations sunshine is making vegetation
tremble in its eagerness to grow and
chat with some farmer's son, a little
fellow still in the grades. If you
should ask him about the future he is
almost sure to say enthusiastically,
"I'm goin' to town to work the very
first chance I get. I'm tired—dead
tired—of the farm all right."

Why does he say it? Why does he
believe he will be happier in the city
than in the country? He says it and
believes it because he has never got
anything more than his "board an'
keep out of all the early rising and
hard work he has known.

Wherever the boy has had an oppor-
tunity to grow a crop of his very own
he has shown that he is industrious,
pampering, thoughtful and mentally
alert. Under such conditions he is
a free man, working out his own prob-



AN EMANCIPATED BOY.

lem, earning his own money and grow-
ing mentally, as any free agent must.
This is not a fancy or fine spun theory
trying to set aside the accumulated
wisdom that the ages have striven to
give us in the rearing of the youth of
our land. It is the experience that a
few short years in the Boys' Corn
clubs has given us. It has shown us
that boys, mere lads of ten years, who
have worked tirelessly for their fa-
thers in fields that produced at best
forty or fifty bushels of corn to the
acre, can be transformed into wide
awake youngsters producing from 50
to 100 bushels of good corn to the
acre.

Let the children be freed, not be-
cause their labors have been too
heavy, but that they may find them-
selves in a larger and finer manhood
and womanhood, that will make our
country life into something better than
it ever has been in the past.

Breeding Tells.

An expert in corn judging was look-
ing over a county exhibit to select the
best ten ears. He had inspected the
display carefully twice, when he hesi-
tated to speak, but stopped and examined
critically two piles of ten ears each
which were merely known to him by
their tag numbers. At last he touched
the two piles and said: "I am going to
hazard an opinion. These two piles of
corn are Johnson county white, and
they have been grown from the same
lot of seed corn."

Again he inspected the corn in both
piles, while the few people in the room
watched him with increasing interest.
He smiled as he again began to speak.
"Yes," he said, "I am absolutely cer-
tain of my first two statements, and I
am going to make a third. The seed
corn from which both of these exhibits
were grown was not brought from a
distance, but was selected and grown
by an expert somewhere in their neigh-
borhood."

Several of the bystanders laughed at
such a sweeping statement. When the
prizes had been awarded and the note-
book which held the names and num-
bers of the exhibits had been consulted
it was found that the corn had been
grown by brothers. The seed had been
grown by their father, who had been a
student of seed corn for eight or ten
years.

IF THE FARMER IS UNWILLING
TO HANDLE SCRUB STOCK OR
RAZOR BACKED HOGS HE
SHOULD ALSO BE UNWILLING TO
GROW SCRUB CORN.

For Sale or Rent.

Large commodious residence on N. E.
corner of Broadway and Prestonburg streets.
Terms liberal.

Apply to W. M. KENDALL,
West Liberty, Ky.

Chamberlain's Cough Remedy
Cures Colds, Croup and Whooping Cough

Heart Disease Almost Fatal to Young Girl

"My daughter, when thirteen years
old, was stricken with heart trouble.
She was so bad we had to place her
bed near a window
so she could get
her breath. One
doctor said, 'Poor
child, she is likely
to fall dead any
time.' A friend
told me Dr. Miles'
Heart Remedy had
cured her father,
so I tried it, and
she began to im-
prove. She took
a great many bot-
tles, but she is
spared to me to-
day, a fat, rosy
cheeked girl. No one can imagine the
confidence I have in Dr. Miles' Heart
Remedy." A. R. CANON, Worth, Mo.

The unbounded confidence Mr.
Canon has in Dr. Miles' Heart Rem-
edy is shared by thousands of
others who know its value from
experience. Many heart disorders
yield to treatment, if the treatment
is right. If you are bothered with
short breath, fainting spells, swell-
ing of feet or ankles, pains about
the heart and shoulder blades, pal-
pitation, weak and hungry spells,
you should begin using Dr. Miles'
Heart Remedy at once. Profit by
the experience of others while you
may.

Dr. Miles' Heart Remedy is sold and
guaranteed by all druggists.

MILES MEDICAL CO., Elkhart, Ind.

OFFICIAL DIRECTORY.

Circuit Court: On Fourth Monday in
June, and Third Monday in March
and November.

J. B. Hannah, Judge; John M.
Waugh, Commonwealth Attorney; R.
M. Oakley, Clerk; G. W. Phillips
Trustee of Jury Fund; S. R. Collier
Master Commissioner; J. D. Lykins,
Deputy Master Commissioner.

County Court: On Second Monday in
each month.

Quarterly Court: On Tuesday after
Second Monday in each month.

Fiscal Court: On Wednesday after
Fourth Monday in April and Octo-
ber.

I. C. FERGUSON,
Presiding Judge.

Magistrate's Court.

First District—W. G. Short, First Mon-
day in each month.

Second District—S. S. Dennis, Tues-
day after First Monday in each
month.

Third District—Eli W. Day, Wednes-
day after First Monday in each
month.

Fourth District—Charles Praier, Fri-
day after First Monday in each
month.

Fifth District—Frank Kennard, Wed-
nesday after Second Monday in each
month.

Sixth District—J. E. Lewis, Friday
after Second Monday in each month.

Seventh District—A. F. Blevins, Thurs-
day after Second Monday in each
month.

Eighth District—Franklin Walter
Thursday after First Monday in
each month.

County Officers.

Judge—I. C. Ferguson.

Attorney—J. P. Haney.

Sheriff—H. B. Brown.

Treasurer—W. M. Gardner.

Clerk—J. H. Sebastian.

Supt. Schools—T. N. Barker.

Jailer—H. C. Combs.

Assessor—Whitt Kemplin.

Coroner—C. F. Lykins.

Surveyor—M. P. Turner.

Fish and Game Warden—
Jno. M. Perry.

The County Board of Education for
Morgan county holds its regular meet-
ing the Second Monday in each month.

J. P. HANEY.

County Attorney.

GENERAL PRACTICE.

OFFICE IN COURT HOUSE.

West Liberty, Ky.

W. M. GARDNER.

LAWYER.

WEST LIBERTY, KY.

Office in

Commercial Bank Building

COTTLE & HOVERMALE,

ATTORNEYS AT LAW,

WEST LIBERTY, KY.

Very Serious

It is a very serious matter to ask
for one medicine and have the
wrong one given you. For this
reason we urge you in buying to
be careful to get the genuine—

THE FORDS
BLACK-DRAUGHT
Liver Medicine

The reputation of this old, reliable
medicine, for constipation, in-
digestion and liver trouble, is firm-
ly established. It does not irritate
other medicines. It is better than
others, or it would not be the fa-
vorite liver powder, with a larger
sale than all others combined.

SOLD IN TOWN F2

No matter how bad your head aches,
Dr. Miles' Anti-Fatigue Pills will help you.

If your children are subject to attacks of
croup, watch for the first symptom, hoarse-
ness. Give Chamberlain's Cough Remedy
as soon as the child becomes hoarse and
the attack may be warded off. For sale
by all dealers.—Advertisement.

Courier-Journal

FOR 1913

You can not keep posted on current events unless you
read the

COURIER-JOURNAL

(LOUISVILLE, KY.—HENRY WATTERSON, EDITOR)

A Democratic President

Has been elected, and an era of Prosperity has set in
You can get the

Weekly Courier-Journal

and the

Licking Valley Courier

Both One year for \$1.50

Regular price of Weekly Courier-Journal \$1.00 a year.
We can also make a special rate on Daily or Sunday
Courier-Journal in combination with COURIER.

To get advantage of this cut rate, orders must be sent to
us, not to Courier-Journal.

I carry everything in the grocery line and my prices are
10 per cent. lower than any other grocer in town.

Fresh Oysters and Fish a Specialty.

I also carry a line of

GENTS' FURNISHINGS,

Shirts, Collars, Ties, Hosiery and Hats.

*** A Dollar spent with me is a Dime Saved. ***

DENNY M. LYKINS,

Main Street

Store Department

Kentucky Block Cannel Coal Co.,
CANNEL CITY, KY.

Will be pleased to supply merchants with
Flour, Salt, Oil, Mill Feed, etc.

We also handle a complete line of
General Merchandise for the Retail
Trade. Also the best Farm Wagon
to be had, and can make you
close prices.

J. S. O'ROARK, Manager.

Morehead & North Fork Railroad.

MOREHEAD DIVISION.

South Bound. Time Table No. 8. North Bound.

1	5	9	STATIONS	4	8	12
Lv. Daily	Lv. Daily	Lv. Daily		Arr Daily	Arr Daily	Arr Daily
ex Sund'y	ex Sund'y	ex Sund'y		ex Sund'y	ex Sund'y	ex Sund'y
7:30 a. m.	8:15 p. m.	8:30 a. m.	Morehead	11:57 a. m.	5:20 p. m.	12:30 p. m.
8:25 "	9:10 "	9:25 "	Clearfield	11:52 "	5:16 "	12:27 "
9:30 "	10:15 "	10:30 "	Summit	11:47 "	5:06 "	12:17 "
10:35 "	11:20 "	11:35 "	Lick Fork	11:34 "	4:59 "	12:07 "
11:40 "	12:25 "	12:40 "	Paragon	11:25 "	4:50 "	11:55 a. m.
12:45 "	1:30 "	1:45 "	Upper Lick	11:13 "	4:38 "	11:43 "
1:50 "	2:35 "	2:50 "	Craney	11:09 "	4:34 "	11:40 "
2:55 "	3:40 "	3:55 "	Pretty Bra'h	11:04 "	4:29 "	11:35 "
3:50 "	4:35 "	4:50 "	Limo-Klin	11:00 "	4:25 "	11:30 "
4:55 "	5:40 "	5:55 "	Bucket	10:55 "	4:21 "	11:25 "
5:50 "	6:35 "	6:50 "	Blair's Mill	10:51 "	4:17 "	11:20 "
6:55 "	7:40 "	7:55 "	Wrigley	10:40-9:05 a. m.	4:07 "	11:10 "
7:50 "	8:35 "	8:50 "	Redwine	10:35 "	4:03 "	11:05 "

Arr Daily Arr Daily Arr Daily

ex Sund'y ex Sund'y ex Sund'y

W. B. Townsend, Jr., Supt. W. W. Wrigley, G. P. A.

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GUMPTION
Which is Common Sense with-
out Educational Furbelows.
BY L. T. HOVERMALE.

The March of Progress.
Shortly after the adoption of the amendments to the constitution of Ohio this column predicted that under the rights given by them the people would use the Initiative and Referendum to regain the rights that had been taken from them and given to corporations. Just now we are having that prediction verified. To avoid a submission of a question to the people one corporation has surrendered and is begging for its existence. Keep your eyes on Ohio. It is blazing a path that all the States will eventually follow.

The Cincinnati Traction Company has a fifty year franchise in that city, and in keeping with the policies of most corporations it assumed "the-public-be-damned" attitude. But Cincinnatians realized the power the recent amendments gave them, and Representative Biglow introduced a bill in the legislature revoking the franchise. Under the new rule, whether the bill passed the legislature or not, the people could demand a referendum on it and revoke the franchise by popular vote. Hence the Traction people's surrender. They offer to surrender the fifty year franchise and accept an indeterminate one, giving the city the right to take over the property at will.

The public discussion of the matter has given Cincinnatians some new ideas in the matter and it is only a matter of a short time until the city will take over the street railway and run it for the benefit of the people. That city will be the pioneer of our larger cities in the acquiring and operating the public utilities. It will lead in the movement that will take from private ownership the utilities that are public in their nature. The time is at hand when national, state and municipal governments must take over and operate for the benefit of the people all means transportation.

European cities long ago learned that street railways, light plants, water works, etc., were properly the functions of the municipalities, and they run them for the benefit of the people, giving better service, cheaper rates and use the income to defray the city expenses. The adoption of the Initiative and Referendum will put the power to do these things in the hands of the people, and in less than two decades the American cities will be operating and owning the street railways, lighting and heating plants, waterworks and all of the utilities that are by their nature public utilities.

And it will grow and spread. The one month's experience with the parcels post has opened the eyes of the people to the gigantic extortion that has been practiced by the express companies, and they will naturally learn that the railroads are doing the same thing to them in freight rates, and soon such a howl will go up that the National government will have to take over the railroads, telegraphs and telephones and operate them for the people. These things are just as much public service functions as the mail service and the public schools, and the people will not long permit them to remain in the control of private individuals.

With the public ownership of the means of transportation will come the greatest development of the country that has ever been known. Railroads, under private ownership, are not built to benefit the people, and much of the country is kept undeveloped until such time as it suits capital. Under public ownership railroads would be built to all parts of the country, and under one system the operating expenses would be reduced and we would have better service and lower rates. And while some parts of the system, in themselves, might not be profitable, the system as a whole would be. But profit would not

be the object under public ownership. It would be to give to all parts of the country a ready means of transportation, lower freight and passenger rates. There would be no watered stock to declare dividends upon, and the increased amount of shipping that would result from low rates and better facilities the



ARGUMENT NEEDED TO BACK UP ADS

Clear and Concise Reasons Necessary to Give Force to Publicity.

By J. M. SCHLITZ.
The argument in an advertisement is a subject that covers a broad field in the advertising world, and is the cause of considerable difference of opinion, even among the best known advertising men in the country. There are no two competing firms that will advertise exactly from the same angle, or viewpoint.

All advertisers strive to give reasons, and produce evidence as to why their particular piece of merchandise is superior to any other like merchandise offered to the prospective purchaser by explaining their own peculiar and superior methods of manufacture, advantageous position for making prompt deliveries, or their unequalled purchasing power of the raw material.

In the first place, it is necessary that the advertiser place himself in the other man's position, as well as looking at the proposition from his own side, in order to be able to strengthen his own argument, by overcoming the argument that the prospective purchaser is likely to meet him with. In his own mind, while reading the advertisement. This is an important matter in advertising, and I believe that the reason so many advertisers fail to secure the expected results, is largely from the fact that many simply see the proposition from their own point of view, being entirely oblivious of just how it will appear to the other man, or the majority of prospective purchasers. In selling a man merchandise, whether it be for his pleasure or profit, we must mold his mind to four different attitudes, before we can secure his name to the order. First, his attention. This is comparatively easy for the personal salesman, but, to get back to the subject, when we have his attention, it is then necessary that we excite his interest, which is a little easier, if we have something in which he is interested. Then, it is necessary to create in him a desire to have by showing him the many improvements and benefits that he will derive, and lastly, induce in him the determination to buy.

Two Ultimate Results.
An advertisement intended to secure direct results or sales, must have a proposition which should have in view two ultimate results; it must either induce the expenditure of money, or induce the exercise of a choice. In the first place, supposing the advertised article is merely an improvement over the usual type of an article in general use by a certain class of users, which gives satisfactory results, and which is generally considered as meeting the requirements of that class of users. Here it is necessary to produce such argument as will induce the purchaser to discard the present article and decide on the other expenditure of money, which he had not intended to spend. In order to do this, it is necessary to give specific reasons, showing why and how the article would make a saving, by discarding the one already in use, and putting in the new.

This cannot be accomplished by simply dealing in generalizations or for instance saying: "Our machine will save you \$100 a month, it is far ahead of the machine you now have." It must be explained just how this saving is accomplished and whether or not it will economize in material, labor or whatever the case may be and in such a way that the prospective purchaser may grasp it without requiring considerable study on his part.

Where it is necessary to induce the exercise of a choice, it is a different proposition, for this is a case where the man intends to spend the money, perhaps for the same article that he has been buying heretofore, but instead of spending it for the article for which he intended to spend it, he is induced to make a change and buy something different. In this, the advertiser would argue or reason why this change would be a benefit to the purchaser. It will depend altogether on the reasons and the way these reasons are placed before him, that will induce him to make that change.

Must Give Reasons.
The average man in business thinks he is getting along well enough with his present appliances, until such convincing argument is brought before him as will show him why it is necessary to make an expenditure of money on what he had not counted. But, this everlasting simply dealing in generalities without any particular proposition in view, will not accomplish the desired results. Copy that beguiles results must have argument that convinces by giving clear, concise, definite reasons, showing the where and the how of the proposition. It is argument that produces results, that counts. Simply coming out in an advertisement and saying: "I make the best hats in the world,"

revenues would aid materially in defraying the general expenses of the government, reduce the necessity for a tariff and greatly lower the cost of living.

Public ownership of public utilities is the next great step forward in the march of progress, and it is at hand.

WINDOW SHOULD BE TRIMMED OFTEN

By A. E. EDGAR.

How many people pass your store in a day? If the average is ten a minute in the eight busiest hours of the day 4,800 people must pass your window. This number, 4,800, represents what, in newspaper parlance, is called daily circulation.

A good advertiser will change his advertisement in his local paper often, and for a similar reason the advertiser should change his window trimmings frequently. This is an easy matter for almost any store. It is not necessary that every elaborate detail be changed two or three times a week, but it is worth while changing some portion of it. The up-to-date window is trimmed on a unit idea, except when some one line of goods is featured exclusively. It should be an easy matter to remove one or more of the central units and replace them with others. When this is done the background and display remains in place for a week or so, while the central portion, or foreground, is frequently changed.

Price Cards Profitable.
There is not the slightest doubt that a judicious use of price tickets and window cards will pay well for their cost and the time expended in their making. It has been proven, also, that a neat, plain window card is much more valuable than one that is glaring and sprawlingly "artistic."

The window card is a small thing in itself, so is the newspaper advertisement. As the latter is an important link in the chain of publicity so should the window card be a thing of sense and meaning. Such expressions as, "We'll treat you right," "We sell at lowest prices," "We have the largest stock in town," while of some value are not nearly so desirable as some definite information or suggestion about some line or article on display.

It is safe to say that the messages sent out constantly through this medium are bearing fruit every day. A card that is suggestive will always be sure of having people who read it think and ponder over the inducements offered. The good work these cards do may not always be easily traced, and they have done good for others, but to all classes of stores.

A clothier and haberdasher of Chicago has stated that window cards made out of plain wrapping paper, with a carpenter's blue pencil, were the means of building up a successful business for him.

The price card is a salesman. When a man looks in a show window and notices a saw he likes he wonders first of all what the price is. He feels diffident about asking a salesman what the price may be, so passes on. If the question of "how much" is answered as often as possible by price cards, more sales will be the result.

LAZY FELLOW IN DEMAND

Gets Dozen Replies to Ad., But Shows True Colors in "Turning Down" All of Them.

"Lazy, dull, non-ambitious young man, with a high school education, wants work of some kind; has had two years' experience in a drug store; also taught school," L. A. Norris, care Tribune.

The efficacy of this modest ad. which appeared in the classified columns of the Minneapolis (Minn.) Tribune recently, was evidenced in a dozen offers of good jobs, but apparently not to the taste of the advertiser, who "turned them all down."

Twice he was asked to take work as a stenographer, and was even offered a job as a school teacher, in which profession he already has "starred," having taught rural school, according to the "ad."

His reasons for not accepting these offers were that he was looking for "something intellectual" and feels that he is best fitted for "higher" kind of work. It was stated on his behalf that he was thinking seriously of entering the University of Minnesota, and for that reason might not consider jobs of even "intellectual" work unless they were specially tempting and came very soon.

Some Don't's.

Don't speak ill of a competitor.

Don't advertise in a perfunctory manner.

Don't forget that, as the seasons change, the wants of the public change; and arrange samples and windows accordingly.

Don't snub the traveling man; you may want a favor at his hands some day.

Don't expect to do all of the business done in your line, nor claim that you do it all.

Don't get the idea that dust and dirt will be overlooked in your place.

Don't be "penny wise and pound foolish" in the matter of tools and appliances to work with.

Don't have too many prices; the adoption of this rule will save you considerable annoyance and promote confidence in the justness of your prices.

Don't leave your store in charge of one who has not a practical knowledge of the goods; any customer wants and expects intelligent attention.

STRAW VOTE

Who is Your Choice for the Various County Offices?

Believing that the COURIER subscription list contains most of the representative, thoughtful and progressive citizens of Morgan county, and further believing that the weight of their opinion will have much to do in determining who will be the nominees of the primary of next August, the COURIER has decided to conduct a "Straw Election" to obtain the consensus of opinion of our subscribers as to whom should be nominated.

The COURIER has no choice between the aspirants for county nominations. It will be absolutely neutral in these races, treating each with absolute fairness. But in common with all good citizens it hopes that the best men will be selected for all the offices.

RULES OF VOTING.

1. The "Straw Election" will be completed July 5, 1913, at which time all the ballots will be counted, and the result published the following week.
2. Any paid-in-advance yearly subscriber, residing in Morgan county, may cast one ballot for each of the offices to be contended for at the next August primary.
3. Only one vote will be allowed to each subscriber for each yearly subscription, and no ballot will be counted unless signed by the subscriber; but the signature will be detached by us before putting in the ballot box, and in no event will the name of the person voting or for whom he voted be divulged. It is strictly a secret ballot.
4. Only subscribers living in Morgan county may vote but the paper may be sent to any person anywhere.
5. Ballots may be sent in at any time, and as soon as a sufficient number have been received the status of the vote will be published and each week thereafter the number of votes cast for each candidate will be published.

Ballot to be used by yearly subscribers already paid.

1913.

Editor COURIER,
West Liberty, Ky.

Being a paid-in-advance yearly subscriber to the Courier I desire to vote in your "Straw Election. I cast my ballot as follows:

For State Senator

For Representative

For County Judge

For County Attorney

For County Clerk

For School Supt.

For Sheriff

For Jailer

For Assessor

For Surveyor

For Coroner

Signed

Ballot to be used by new subscribers and renewals.

1913.

Editor COURIER,
West Liberty, Ky.

Find inclosed \$1.00 for subscription (or renewal of subscription) to the Courier for one year, and send the paper to me at, and I vote for:

For State Senator

For Representative

For County Judge

For County Attorney

For County Clerk

For School Supt.

For Sheriff

For Jailer

For Assessor

For Surveyor

For Coroner

Signed

Just write the names of the men you favor after the name of the office printed on the above ballot and send it to us.

Address all communications to

THE COURIER,
West Liberty, Ky.

We are authorized to announce
CHARLES D. ARNETT,
of West Liberty, as a candidate for the nomination for State Senator from the 34th Senatorial District, subject to the action of the Democratic party.

We are authorized to announce
JAS. H. SEBASTIAN,
of West Liberty, as a candidate for the nomination for Representative from the 1st Legislative District, subject to the action of the Democratic party.

We are authorized to announce
C. C. MAY,
of Henry, as a candidate for the nomination for Representative from the 1st Legislative District, subject to the action of the Democratic party.

We are authorized to announce
EDWARD F. CECIL,
of Hazel Green, as a candidate for the nomination for Representative from the 1st District, subject to the action of the Democratic party.

We are authorized to announce
G. V. LYKINS,
of Grassy Creek, as a candidate for the Democratic nomination for the office of County Judge of Morgan County.

We are authorized to announce
ALEX WHITTAKER,
of Caney, as a candidate for the nomination for County Judge of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
FRANK KENNARD,
of Logville, as a candidate for the nomination for County Attorney of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
S. M. R. HURT,
of West Liberty, as a candidate for the nomination for County Attorney subject to the action of the Democratic voters at the primary election to be held Aug. 2nd, 1913.

We are authorized to announce
HENRY C. ROSE,
of West Liberty, as a candidate for the nomination for County Attorney of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
JAMES W. DAVIS,
of Ezel, as a candidate for the nomination for Superintendent of Schools of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
C. E. CLARK,
of Maytown, as a candidate for the nomination for Superintendent of Schools of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
T. N. BARKER,
of West Liberty, as a candidate for the nomination for Superintendent of Schools of Morgan county subject to the action of the Democratic party.

We are authorized to announce
REN F. NICKELL,
of West Liberty, as a candidate for Clerk of the Morgan County Court, subject to the action of the Democratic party.

We are authorized to announce
H. M. DAVIS,
of West Liberty, as a candidate for the nomination for County Court Clerk of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
S. S. OLDFIELD,
of Index, as a candidate for the nomination for County Court Clerk, subject to the action of the Democratic party.

We are authorized to announce
LEE BARKER,
of Malone, as a candidate for the nomination for County Court Clerk, subject to the action of the Democratic party.

We are authorized to announce
L. A. LYKINS,
of Index, as a candidate for the nomination for Sheriff of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
SAM R. LYKINS,
of Caney, as a candidate for the Democratic nomination for Sheriff of Morgan county.

We are authorized to announce
JAS. M. MCCLAIN,
of Lenox, as a candidate for the nomination for Sheriff of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
B. S. STAMPER,
of Sellers, as a candidate for the nomination for Sheriff of Morgan county, subject to the action of the Democratic Primary August 2nd.

We are authorized to announce
W. W. MCCLURE,
of West Liberty, as a candidate for the nomination for Jailer of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
E. J. WEBB,
of Blair's Mill, as a candidate for the nomination for Jailer of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
J. H. ROE,
of Grassy Creek, as a candidate for the nomination of Jailer of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
GEO. W. STACY,
of Grassy Creek, as a candidate for the nomination for Jailer of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
H. C. COMBS,
of West Liberty, as a candidate for the nomination for Jailer of Morgan county subject to the action of the Democratic party.

We are authorized to announce
JOHN PATRICK
(Assessor John), of Grassy Creek, as a candidate for the nomination for Assessor of Morgan county, subject to the action of the Democratic party.

authorized to announce
REV. W. H. LINDON,
of Insko, as a candidate for the nomination for Assessor of Morgan county, subject to the action of the Democratic party.

We are authorized to announce
W. FRENCH MAY,
of Henry, as a candidate for the nomination for Assessor of Morgan County, subject to the action of the Democratic party.

We are authorized to announce
T. W. HAMILTON,
of Yocum, as a candidate for the nomination for Assessor of Morgan county, subject to the action of the Democratic party.

"Cured"

Mrs. Jay McGee, of Stephenville, Texas, writes: "For nine (9) years, I suffered with womanly trouble. I had terrible headaches, and pains in my back, etc. It seemed as if I would die, I suffered so. At last, I decided to try Cardui, the woman's tonic, and it helped me right away. The full treatment not only helped me, but it cured me."

TAKE

Cardui

The Woman's Tonic

Cardui helps women in time of greatest need, because it contains ingredients which act specifically, yet gently, on the weakened womanly organs. So, if you feel discouraged, blue, out-of-sorts, unable to do your household work, on account of your condition, stop worrying and give Cardui a trial. It has helped thousands of women—why not you? Try Cardui. E-71

John McMann's
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Meets All Trains. Good covered and open conveyances for public hire.
Telephone No. 10
Local and Long Distance.

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Watches, Clocks and Jewelry
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Repairing promptly done.
All work guaranteed.



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Woodstock Liver Tablets
The Great Blood Purifier
Woodstock Rheumatism Tablets
Agents, men and women, make big money selling this Great Family Medicine
OUTFIT FREE—Write Today
Woodstock Co., Washington, D.C.

MONEY IN TRAPPING FURS
We tell you how, and pay best market prices. We are dealers established in 1886, and can do BETTER for you than agents or commission merchants. References any bank in Louisville. Write for weekly price list.
M. SABEL & SONS
227-231 S. 3d & E. Market St. LOUISVILLE, KY.
Dealers in FURS, HIDES, WOOL.

STATE NORMAL
RICHMOND, KY.
A Training School for Teachers
Courses leading to Elementary, Intermediate and Life State Certificates. Graduates fill in all Public Schools of Kentucky. Special Courses: Tuition Free to Applicants. Two-months' course. New model school, new manual training building, grammar school, department of art, music, and drama. First Term begins September 9. Second Term November 16. Third Term January 27. Fourth Term April 7. Summer School opens June 16. Catalogue Free.
J. G. CHABRE, President.

When you want a reliable medicine for a cough or cold take Chamberlain's Cough Remedy. "It can always be depended upon and is pleasant to take. For sale by all dealers.—Advertisement.

